Webinar Transcript

An Update on the Economic Census for AL, LA, MS, NC, SC, and TN

May 19, 2020

Coordinator: Thank you for standing by. Today's conference is being recorded. If you have any objections you may disconnect at this time. All participants will be on a listen-only mode for the duration of the call. During the question and answer session, if you would like to ask a question, please press star 1.

I would now like to turn the call over to (Tandace Wilson), you may begin.

(Tandace Wilson): Good afternoon. My name is (Tandace Wilson). I'm a Survey Statistician here at the headquarters of the US Census Bureau, in the Response Outreach and Promotion Branch.

Please don't ask me to solve any complex equations because I'm no math stat. This webinar is one of a 20 part series where we will present local area data from the 2017 Economic Census. Today we will cover Alabama, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee. Some of you may know, but we started releasing the 2017 data in September of last year. And in January of this year, we started releasing in the local areas.

This is a screenshot of our webinar schedule. The rows that are grayed out mean we have already conducted the webinar. Most of these webinars are archived and available at the Census Academy link at the bottom of the page. The white boxes are upcoming session. Note, we will host state data briefings on Tuesdays and sector-based ones on Thursdays.

Now let's talk a little bit about the US Census Bureau. I'm sure by now you've

all received and hopefully completed the 2020 Decennial Census form. But that's not all we do here. We are the government's largest statistical agency and we conduct more than 130 surveys. I've already mentioned the decennial census that counts people. The American community survey, also known as the ACS replaces the old census long form. It helps local officials, community leaders, and businesses understand the changes taking place in their communities. It is a premier source for detail population and housing information about our nation. The census of governments identifies the scope and nature and the nation's state and local government sectors. It also provides authoritative benchmark figures of public finance and public employment.

The Economic Census is conducted every five years on years ending with two, and seven. It contains periodic and comprehensive statistics about businesses and their activities. You can visit our website, www.census.gov, to find information and data on all of our surveys. The table on the right is a snapshot of our homepage.

The economic surveys collect on quarterly, monthly and annual cycles. The monthly and quarterly data is at the top of the pyramid because they provide the most timely data, but they're also fairly limited in detail. These surveys capture retail sales reports and trade imports and exports.

Next on the pyramid is the annual surveys. There are 20 different surveys that measure nearly every sector of business in the United States. They include specific programs like the annual survey of manufacturers and other programs like county business patterns, or non-employer statistics.

Finally, at the bottom of the pyramid, we have the Economic Census, which I mentioned earlier. This survey is the basis of this presentation. So, let's dive a

little deeper into what it does.

This is the most detailed and comprehensive economic program that we have. We publish data for nearly every two through six-digit North American Industry Classification System, also called NAICS codes that we cover at the Census Bureau. There are a few exclusions. The biggest one being a farms and ranches sector, because this data is published by their respective sector and agency. When you view this presentation again, you'll be able to click on the link and view the complete list of exclusions.

The Economic Census is also our most detailed survey in terms of geography too. It provides data at the national and state levels, but it even drills down to the metropolitan area county and place. In census terms, place refers to cities, towns, villages and boroughs of the least 2500 people who live or work there.

The data published from the Economic Census is not just focused on employment and revenue size, but it also highlights the size of the establishment, or firm, and even the franchise. So, if you're considering opening a business or franchising an existing one, visit our website and check out our statistics. You'll find plenty of data on employment, payroll, sales, shipments, receipts and revenue.

The next bullet is about product lines data. This measures individual products and services provided by businesses like grocery stores. You will be able to see the amount of each product that they sell like tomatoes or bread. Where can I find this kind of information? I'm glad you asked. It spread across several platforms like our newly released data.census.gov, which will replace American Fact Finder. We'll get to more details on that later.

We also have a Census Business Builder and Quick Facts, just to name a few,

where you can build and compare census data. And if you're looking for data on race, ethnicity, gender, or veteran status of businesses, look at our newer surveys, the Survey of Business Owners and the Annual Survey of Entrepreneurs which are being replaced by the Annual Business Survey.

If you notice the card on the right, it says a tentative schedule of remaining releases.

Here's a bigger version so you don't have to strain your eyes as much. The final release of the 2017 Economic Census data is expected to be published in December of next year. Especially given unprecedented times we're in, things may change. The link inside the red box is where you will find the most updated schedule.

The infographic on the right, displays the states that have released data from the 2017 Economic Census. When you click on an individual state, you get the information on which NAICS sectors are available for that state. It also includes a direct link to the data source. At the top you will find a drop-down menu, it lists all of the sectors and you can select one to see the percentage of the sector that is released. The percentage circle in the bottom right will automatically refresh, based on your selection.

The states that we are covering today were just released on April 9th of this year.

And now our hand things over to Adam.

(Adam Grundy):   Thanks, Tandace. My name is Adam Grundy, and I'm a supervisor at the US Census Bureau and the Data User and Trade Outreach branch. I wanted to go over some of the key things in the 2017 Economic Census. First of all, there

are geographic area changes for counties, places and metros. Also, one thing to be recognized is there is no zip code data. This will be captured in zip code business patterns.

There's no place data for manufacturing. And the North American Industry Classification System changes are some of the things that we will be going through in the next few slides.

Also, we're facing the old product lines tables with the new North American Product Classification System, or NAPCS. Other changes include new disclosure rules, and their impact. And of course, as Tandace mentioned before, the new data.census.gov dissemination platform.

You can take a look at some of the key changes that we're seeing from a recorded webinar, at the link at bottom of this red box.

On this slide, we're going to take a look at the geographic area changes just for Alabama. This has four Metro area changes. For example, Birmingham-Hoover-Talladega CSA. Huntsville-Decatur-Albertville CSA. And new metro area of Pensacola-Ferry Pass CSA and Eufala micro area.

On the right-hand side are some differences of things that have been added over time for the 2017 Economic Census from 2012. For example, Escambia County or 053 is one of our newly added places in the 2017 Economic Census. The crossover parts are highlighted in blue, that there are 750996. Some of the dropped places in the 2017 Economic Census for this state include Calhoun County, Chambers County. And the other two counties you can see over here, 14728 and 36592. Also, one thing will be of note for Alabama is 192 economic place changes. 111 were area gain. 61 was area loss. One place with a name change: Kimberly Towns Now City is a new

place with a name change. Thirteen new places, and two dropped places.

It's important to visit this website at the bottom here in the red box for online NAPCS resources to better understand the changes that I just discussed for Alabama and other changes.

Now take a look at Louisiana. New Lake Charles CSA is one of new geographic changes for Louisiana. There's 117 economic place changes. 58 were area gain, 52 were area loss. Zero places with name change for the state. Six new places and seven dropped places. For example, Allen Parish or County code 003 is one of the added places for the Economic Census for Louisiana. However, for dropped places, we have Boutte CDP or 09130 that has been dropped from Louisiana for the 2017 Economic Census.

You can take a look at the red box at the top. With this link here to find more information about the geographic area changes.

Now let's take a look at Mississippi. There's 45 economic place changes. So, of this 45, you can see there's 20 places with area gain, 23 with area loss. One place with a name change. One new place and one dropped place.

So, for example, Lamar County or county code 073 has been an added place for Mississippi. A dropped place would be Lauderdale County or county code 075.

And again, the reason I'll be going through some of these areas gains and area losses is for you to understand what data is in there and what they will not be in the 2017 Economic Census, as you may comparisons it to the past data set of 2012 to 2017.

All right, so for North Carolina, it makes it a little bit easier because there's no metro area changes. However, there are 377 economic place changes. 243 places with area gain. As you can see in this area, as it closes over here on the right-hand side. There zero places with a name change, 16 new places and 6 dropped places.

And again, the crossover place parts are highlighted in blue. For another county in the past for the 2012 Economic Census. And again, just to note, these red boxes are great resources for you to understand more information about these geographic area changes.

First off, for South Carolina there are no metro changes. 157 economic place area changes. For example, an added place is Beaufort County or county code 013. A crossover place is Hardeeville City is 32245 and a dropped area place would be 057, or Lancaster County.

And the last state is for Tennessee. Again, there is no metro area changes for this one. But there are 217 economic place changes. 97 with area loss and zero name changes. 12 new places and two dropped places.

And over on the right-hand side you can see the examples some of the lists of counties and added places that we've added. For example, Crockett county or county code 033, or Louisville city 43820. Another place of being an example of 047 county code, Fayette county or Sullivan County, county code 163.

Now that we've gone over some of the main changes for the geographic areas, We're going to take a look at what makes NAICS work.

North American Industry Classification System, Tandace mentioned earlier, is the standard used by US federal agencies to classify businesses. It was

developed by OMB, Statistics Canada and Mexico's STAT agency, as you can see in the acronym in parentheses. It helps ensure statistical comparability across North American counties - countries, excuse me. It was adopted in 1997. It is updated every five years. We have a link over here that takes you to the direct virtual version of the 2017 NAICS Manual.

The next few slides I'm going to be going over the one-to-one recodes of NAICS changes, and the one-to-one recodes are going to be written in blue. The many-to-one or multiple NAICS codes merge into NAICS code is going to be in green, and many-to-many is going to be in a salmon type of color. And the one-to-many recodes there's none for 2017 but there were a few in the 2012 Economic Census.

Okay. So I'm going to explain example changes for each of these. So as you can see, these are the sectors for mining, manufacturing and retail trade. Starting with mining or NAICS Sector 21, you can see that crude petroleum and natural gas extraction is now changed into a new NAICS code of 211120, crude petroleum and extraction. Another example of our manufacturing sector, or NAICS 31 through 33, is pump and pumping equipment manufacturing and measuring dispensing and other pump equipment manufacturing into a singular (NAICS) code for 333914, measuring, dispensing and other pumping equipment manufacturing.

And lastly for Retail or NAICS Sector 45 you see all other general merchandise stores has the same NAICS description on a new NAICS of 452319. Then you can visit the NAICS website for more information about some of these changes.

Continuing with these changes, in the Information sector or Sector 51, you see the record production and integrated record production/distribution that the

new NAICS is 522 - excuse me, 512250 record production and distribution. For Real Estate and rental and leasing we have formal wear and costume rental that's keeping the same NAICS description for 2017 as it was in 2012, 532281 is the 2017 NAICS code change. And finally, for professional, scientific and technical services sector, or NAICS sector 54, you see research and development in biotechnology is now split across two NAICS codes of 541713, research and development and nanotechnology, and 541714, research and development and biotechnology, except nanobiotechnology.

Now that I've told you about all this great data, these are some examples of where you can actually access the 2017 economic census data. First of all, for data.census.gov, that's the main dissemination platform that you can see your splash page for as exampled at the bottom right here. Quick facts will later have economic census data for 2017 and the new Census Business Builder, or CBB 3.1, will be released in August, which have the 2017 economic census data including the geographic area statistics.

These are some examples of an ongoing series of fun facts for each of the released states. Each one focuses on a NAICS sector of interest for that state and uses the official quarter design from the US mint. On the top right you can see an example of an article from our series called America Counts, the investment in Economic Census in Measuring a Changing America.

On the bottom left you can get all - the full list of all these visualizations including these fun facts at our links provided in the bottom left box. Also of note, you can take a look at what's going to be coming soon for some of these fun facts. For example, Alabama, South Carolina and Tennessee are going to be focusing on these different sectors.

So let's dive right into the data now for Alabama. Taking a look at the value of

sales, shipments, receipts, revenue or businesses done in 2017 in thousands of dollars. You can see the wholesale trade is the top sector in 2017 of all the public sectors so far. It has a total value of $88 billion. We'll see where this ranks once manufacturing is going to be released later on this year.

As you can see, there also is some N/As. There are some sectors that we do not publish for, and the ones that are blanks -- for example, like I mentioned construction and manufacturing -- are yet to be released.

On the right hand side you can see the value of sales, shipments, receipts, revenue of businesses done in the percent - excuse me, in the dollar amount that changed from 2012 to 2017. Wholesale also saw the largest increasing revenue between 2012 and 2017 of the published sectors, with an increase of $12.2 billion. There was one sector that actually went down, and that was the arts and entertainment sector, which is the one sector that went down by $35.7 million.

All right. Now let's take a look at Louisiana. As you can see here, the value of sales, shipments, receipts and revenue or businesses done in 2017 in thousands of dollars. The $77.7 billion is the wholesale trade compared to retail trade which is $65 billion. And you've got the N/As that you can see over here are sectors that are not published in the 2017 Economic Census, and the ones that are blank will be the ones that have yet to be released.

As you can see on the other side of the dollars change, we have wholesale trade that is down $8.6 billion or down from 2012's data compared to 2017's. Comparatively if we take a look at healthcare and social assistance, this is up almost $6.7 billion from 2012 to 2017. These are just some of the NAICS - or excuse me, some of the state-level changes you can take a look at from our economic census data. You may want to actually investigate more by taking a

look at the counties that make up the state to see if that's true across all the sectors.

These are some selective findings from Mississippi. The value of sales, shipments, receipts, revenue of businesses done in 2017. So again, taking a look at wholesale trade, we see that $37.4 billion is the leading sector for this particular state. Not close behind was retail trade, which had $36.9 billion worth of revenue.

Taking a look at the value of sales, shipments, receipts, revenue or businesses done in a dollar amount of change, we see that $1.9 billion is increased the wholesale trade from 2012 to 2017. And then healthcare and social assistance has gone up $2.1 billion from the five-year data set from 2012 to 2017 of the Economic Census.

Now let's take a look at North Carolina. The leading sector, again, is wholesale trade for the state, and it has $218.6 billion worth of revenue. If we compare that to 2012, it's up $42.9 billion. And again, these are just some of the investigations you can do with the rich data source that an economic census provides for this particular state.

Now if we take a look at South Carolina, we have $78.6 billion worth of revenue for wholesale trade, and the dollar amount changed from 2012 to 2017 is $18.9 billion for wholesale trade.

Also, for Tennessee, we see the value of sales, shipments, receipts, revenue of businesses done for 2017. We have $165.6 billion for wholesale trade for Tennessee. If we take a look at some of the other sectors -- for example, retail trade -- for the dollar amount change from 2012 to 2017 we see that $10.3 billion is increased from 2012 to 2017 and then healthcare and social

assistance has gone up $9.7 billion. If we take a look at wholesale trade, this one actually went down by $4.2 billion from 2012 to 2017. So it's one of the few sectors that actually decreased for this particular state.

Okay. The next one, we can take a look at what's coming next. Okay, we're going to be taking a look at the North American product classification system. Some of the product lines provide a breakout of the products made and sold and services provided by businesses. In 2012 - in the 2012 Economic Census, data from mining and manufacturing, construction and other sectors were released separately. Also taking a look at miscellaneous subject tables, we have 13 tables dropped and seven tables that were added. This is a consolidation of class, customer and the price of work through exported services releases.

As you can see on the right hand side, this is some examples of some of the different sectors and some recent series that are going to be released from November 2020 until December 2021. For example, manufacturing had detailed statistics for the United States coming out during this timeframe. Also of note is that zip code statistics will be released tentatively in December 2021.

Now I'm going to turn the presentation back over to Tandace Wilson to help us wrap up both this slide as well as the next few slides for this one.

(Tandace Wilson): Okay. Thanks, (Adam). Okay. So as business changes, so do we. One of those includes the addition of the North American Product classification system, as (Adam) mentioned. And this is where we'll publish the product line data that I mentioned earlier as well. Feel free to visit the website for more information.

Also new for the release for 2017 data is a consolidation of the establishment

and firm class data. This will be now found in seven tables and categories that are standardized. And finally, the miscellaneous subject tables. These tables have also been consolidated from 38 down to seven for easier reading. We combined the class of customer enterprise for exported service releases.

So to summarize, the Economic Census is our most comprehensive survey of business data. More information can be found on the link provided. The data that is released is on a flow basis, and all the states and sectors will be completed in August. Details are on the link.

Geography is always changing. So does data. So keep up with the changes on the web sites listed. The 2017 Economic Census provides data on the new (NAICS) basis. Learn more on the (NAICS) page.

And also if you need data, it is now being released on our new platform, data.census.gov and more data is coming. Stay tuned to future webinars on our web site for the latest and greatest information.

Thank you for tuning in. And we will now open the phone line for questions.

Coordinator: Thank you. At this time, if you would like to ask a question, please press star 1 from your phone, unmute line and record your first and your last name clearly when prompted. Your name is needed to ask a question. Once you press Star 1 from your phone, unmute your line and record your first and your last name clearly when prompted. One moment as we wait for our first question.

(Andy Hait): While we are waiting for our first question to come in on the phone, I can answer one or two questions that came in on the chat. So one of the attendants today asked this question about the loss of the place level data for the

manufacturing factor. Why is it that we are now not publishing City, Town, and Burrough level data for the manufacturing factor and the short answer is the new disclosure rules that (Adam) mentioned are now having an impact on the level of data of that we can publish and when we did the analysis there were going to be so few cities and towns that we would be able to publish the manufacturing factor for that we decided to drop it.

As many of you already know the Census Bureau is committed to conducting the privacy of people and businesses who respond to our surveys. On our demographic programs we are implementing for new rules called, New Disclosure Avoidance Rules that are resulting in additional proportions of data and on the business side we have a similar set of rules that are also resulting in that drop of data, so unfortunately, we won't have place level data for manufacturing.

We're hoping that for the 2022 economic census that we may be able to restore some of that data, but for right now, we won't be publishing it for manufacturing. So let's see if we have any questions from the phone.

Coordinator: At this time, I do not show any questions over the phone. As a reminder if you would like to ask a question, please press Star 1 on your line and record your first and your last name clearly when prompted. One moment as we wait for our first question.

(Andy Hait): Great. So while we're waiting again, let me address one other question that came in on the chat. An attendee asked about a new small business pulse survey. So as many of you already know the different programs business-related that you conduct at the Census Bureau that (Tandace) and (Adam) talked about providing a very varying level of detail. In general terms the more timely our survey, the less detailed they are. So those monthly and

quarterly surveys that (Tandace) mentioned that are shown publishing data for every single month, those surveys with only one or two exceptions only show data at the National level. On the opposite extreme you have the economic sense, certainly not the definition of timely. We are publishing now data from the 2017 economic census, but the other -- the flip side of that is it's a very detailed survey.

In these challenging times, though, that we are in right now, timely data that is also detailed in terms of geography is especially important. So to help measure the impact of the COVID-19 pandemic on the US economy, we just recently started collecting and publishing data from a brand new small business pulse survey. The business pulse survey will provide data at the National State and for selected Metropolitan areas. It will have some detailed NAICS breakouts and again, it's all publishing data on small employer businesses and it's asking questions about how that business has been sort of dealing with the COVID-19 situation. So it's a fantastic very timely data survey that we are now conducting.

It is part of our experimental data products, so it doesn't follow the normal statistical standards that we would follow -- that we would have for a program like the economic business for example and of course those businesses that we sampled from, the universe of those businesses came from the economic census. So it is important that we still conduct a complete count of every employer business in the United States, because without that complete count, you then wouldn't have a complete universe that you can pull from to do a small business survey like the business poll survey. So great question, I would encourage you all to check out that information as well as check out the data from our new business formation statistics program that looks at the start-up during this pandemic. So Operator let's see if we have anybody who has a question.

Coordinator: We currently do not have any questions over the phone.

(Andy Hait):   Okay. Let me just check one more time and see if, yeah we do have a couple of other questions that have come in on the chat, so one of the attendee's asked information about African-American owned businesses. (Adam) and (Tandace) mentioned a survey that we've done called, The Survey of Business Owners or SBO. SBO was done every five years on the same year that we do the Census and it provided detailed information on the race, ethnicity, gender and veteran status of the business owner. To date it is really valuable, but it was only done every five years, and people commented wow, I'd love to have something more timely than that, so we added a survey called, The Annual Survey of Entrepreneurs, ASE and that survey filled in the gaps in between those economic census years.

Today we actually released the very first data from the survey that (Tandace) mentioned that replaces both SBO and ASE which is the Annual Business Survey or ABS. The ABS data is similar to ASE in that it only covers employer business. It doesn't cover self-employed people, but some of the same times of race, ethnicity, gender and veteran status break out that you all are accustomed to seeing in the SBO and the ASE, you definitely will see those same types of break outs on in the ABS. Those data breakouts do include some funding data information about where small businesses get their funds to start up their business.

So that program does have really great data on that and again, it is broken out by race, ethnicity, gender and veteran status, so as the attendee ask if they wanted to find out information on African-American businesses and where they were getting their funding from, some of that information is available through ABS. So that's great information.

Okay let's see I think -- okay and the last question I do see that came in on the chat, someone was asking a question about how does the economic census data compare to the data that the new BLS statistics publish. So there is so of two main differences between the BLS data and the Census Bureau's business data including the economic census. The first main difference is the types of data valuables that are published.

In the Bureau of Labor Statistics they publish information on employment and ratings. There is a little bit of data on numbers of business, but BLS does not publish any detail information on revenues or expenditures or capital spending or product line. The other kinds of detailed data that (Adam) and (Tandace) mentioned in the presentation today. But the economic census is a much more comprehensive look at business activity as opposed to the BLS data, but it's primarily a labor force -- a work force survey. They are a Bureau of the Department of Labor so it's natural that they be publishing data on labor force. So that's the one difference.

And then the second difference is BLS only covers employer businesses in their surveys, whereas the census bureau does cover both employer and non-employer businesses, self-employed people. Those are also covered. The self-employed people are not included in the economic census, but they have their own annual program called, Nonemployer Statistics that have detailed information every single year on the number of and revenue of self-employed people in the US, so you might be astounded to hear that there are actually three times as many self-employed, nonemployer businesses in the US as there are employer business, 24, 25 million non-employers to about 7 1/2 million employers.

And in some industries, they're actually 10 times more self-employed people

in the industry than employers. So for example, if you think about real estate agencies. Very often those realtors that work in that real estate agency are not employees of that real estate agency, they are in fact independent contractors that receive a 1099 from that realty company. They don't get a W2 at the end of the year. So we publish data on both employers and non-employers the BLS just measures on employer businesses. So those are two of the main differences between the BLS data and the Census Bureau Business Data.

And then, it looks like got one more question that came in while we were sitting here and the person was asking about forecast or predictions. With only one exception the Census Bureau does not do any projections of our data. That one exception is our Population Projections Program that does publish information on population projections at the national and State Level out to 2050 I believe, but we do not do any projections or estimating or forecasting from our economics programs. We basically leave it up to the Bureau of Labor Statistics, excuse me, no the Bureau of Labor Statistics -- we leave it up to the Bureau of Economic Analysis, BEA.

So if you want to get information on projections you'd want to look at some of the data from BEA. BEA which is about 70 to 80% to data that goes into their calculation comes from the Census Bureau so our data or the BLS, the work of a lot of what they do, but they also do a lot of things with it as well. All right I think that is it. Operator has anybody come in while we were going over the last few questions.

Coordinator: No we do not have any questions over the phone.

(Andy Hait):   Okay well let me turn it back over to (Adam) and (Tandace) to close us out.

(Adam Grundy): Sure thank you (Andy) for answering questions in great detail. We want to

thank everyone for their time in attending today and we just appreciate your interest in Census Bureau Data. (Tandace) do you have any last remarks?

(Tandace Wilson):No that's it. Thank you all.

(Adam Grundy): All right thanks everyone.

Coordinator: Thank you for your participation on today's conference. All participants may disconnect at this time. Leaders please stand by.

[End of segment]